



COMMUNITY PLAN UPDATE & FUTURE LAND USE MAP TOWN OF WAKE FOREST

SEPTEMBER 7, 2021 | BOARD OF COMMISSIONERS MEETING

Agenda

1. Review Planning Process
2. Overview of Community Outreach and Visioning Workshops
3. Present Vision & Goals
4. Project Schedule & Next Steps

Project Team

Nik Davis, Principal – Principal Oversight

Michio Murakishi, Development Services Manager – Fiscal Impact Analysis

Trisha Parks, Planner II – Graphics & Design Lead

Jackie Wells, Planner II – Zoning Insight

Mika Schweizer, Planner I – Lead Planner

Planning Process

Task 1: Project Initiation

Task 2: Community Engagement & Outreach

Task 3: Existing Conditions Analysis

Task 4: Fiscal Impact Analysis

Task 5: Vision Statement & Goals

Task 6: Draft Community-Wide Land Use
Recommendations & Future Land Use Map

Task 7: Final Comprehensive Plan Update &
Future Land Use Map



Planning Process

Task 1: Project Initiation

Task 2: Community Engagement & Outreach

Task 3: Existing Conditions Analysis

Task 4: Fiscal Impact Analysis **(In progress)**

Task 5: Vision Statement & Goals **(In progress)**

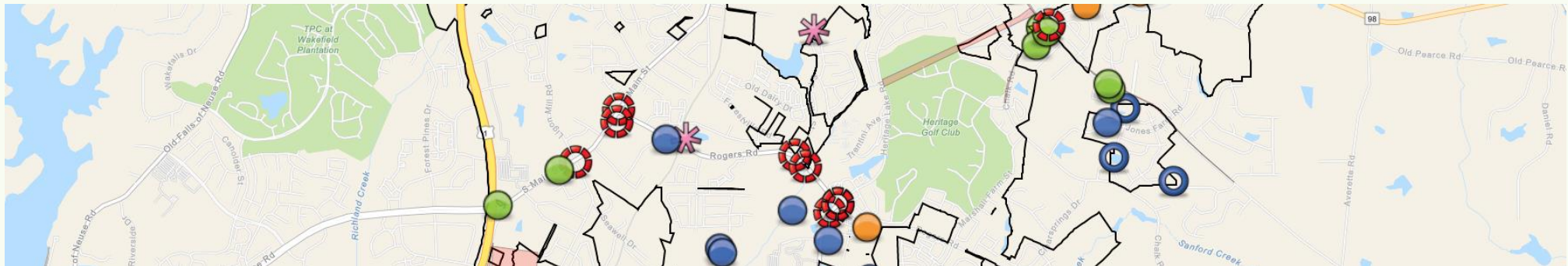
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Recommendations & Future Land Use Map

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Completed Work

- Town Department Heads Meeting
- Board of Commissioners Work Session
- Board of Commissioners Focus Groups
- Community Questionnaire
- Map.social
- Key Stakeholder Interviews
- Business Focus Group
- Advisory Panel Meetings (3)
- Field Reconnaissance
- Coordination with RHI on Northeast Community Plan
- Existing Conditions Memo
- Visioning Workshop
- Draft Vision and Goals





COMMUNITY INPUT

Community Questionnaire

- 1,316 total respondents
- 4-month time period
- 40% have lived in Wake Forest over 10 yrs
- 17% work in WF, 29% work outside WF
- 26% were age 45-54
- 25% earn \$100,000-\$149,999



Summary of Survey Responses

Image/Identity is the Town's #1 strength, followed by **Housing/Residential**

Commercial/Industrial is the Town's #1 weakness

Support for **local businesses** and **infrastructure improvements/upgrades** are the most impactful for the business community

New **duplexes** and **apartments** will have a negative impact

New **senior housing** is strongly desired

New **industrial uses** and **gas stations** will have a negative impact

Community facilities are a **strength** (schools, utilities, library, police, fire, etc.)

Access to parks in **commercial** and **industrial areas** are lacking

Visioning Workshops

April 13, 17 & 22, 2021

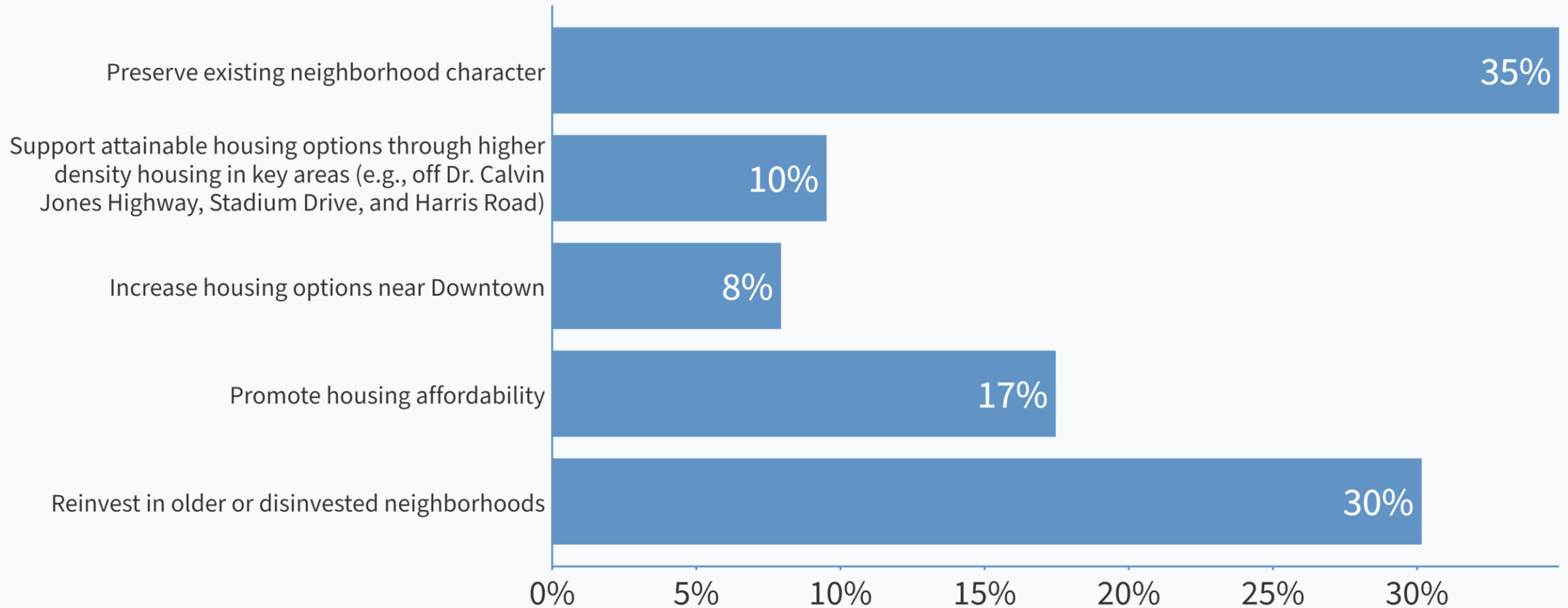
225 participants

Existing Conditions Overview

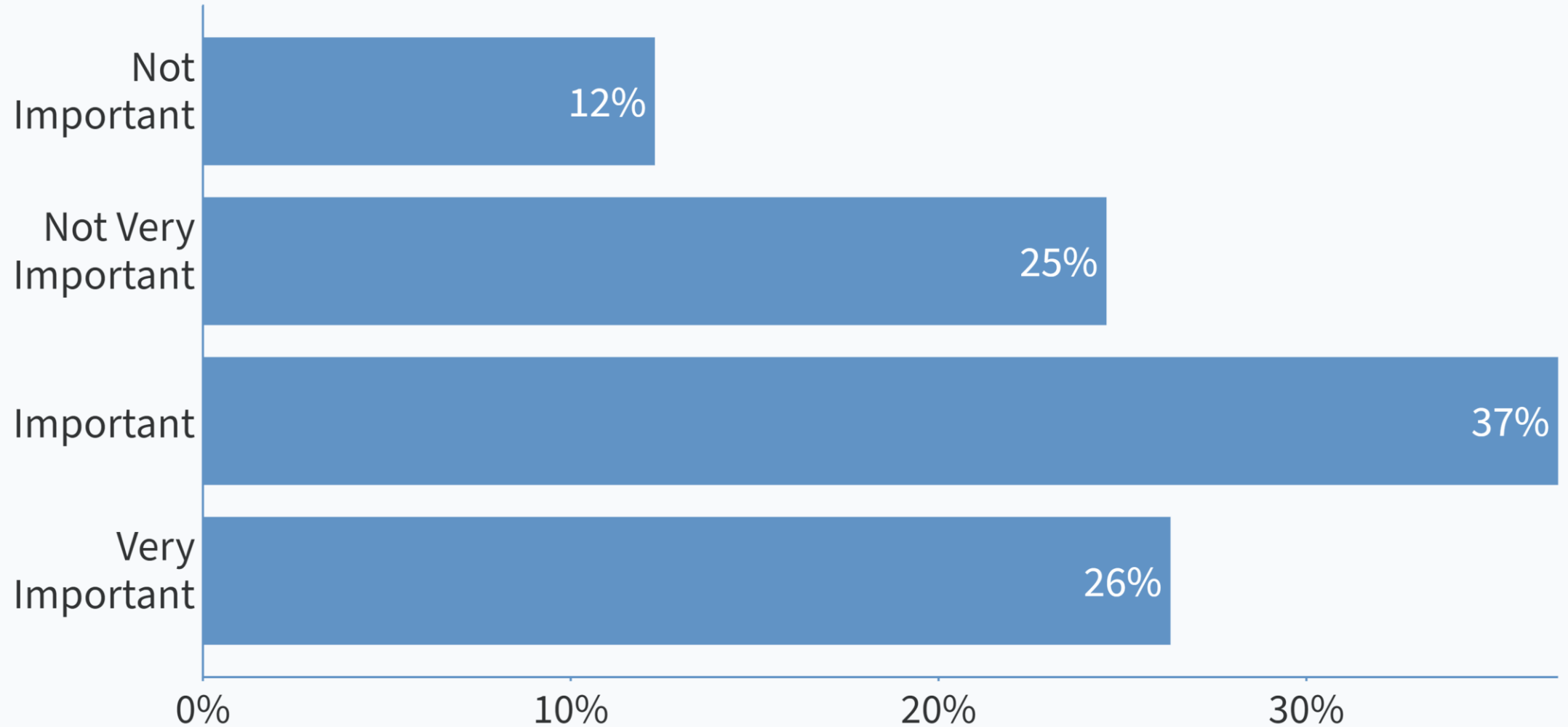
Polling Questions

Breakout Rooms and Group
Discussions (*facilitated by Town
staff*)

**To support a variety of housing options and accommodate residents of all backgrounds, the
Town should...**
(rank in order of importance)



How important is it that the Town encourages industrial development to diversify its tax base and increase local job opportunities?



Residential Areas

Potential Discussion Points: Types and location of new housing, property maintenance, housing renovation, code enforcement, historic preservation, workforce housing, affordable housing, senior housing, etc.

Assets

Some neighborhoods do a great job facilitating community feel with front porches, and alleys.

Many fantastic neighborhoods, but these should be available to everyone, not just upper middle class

Various neighborhoods are all their own slice of heaven

generally a great place to be

Opportunities

Street lights would improve ambient lighting

Incorporate mixed use

Affordable housing

We need additional need to diversify

Analyzing pedestrian traffic such as commercial areas

Environmental impacts specifically wetlands

more trees, and landscaping

Greater transparency types are they

Need to be open Walkable residential be a balance, shared

High density areas: current neighborhood character. The character is important

Fiber optic cable and the importance of the town community how do providers decide where to install fiber optic

Some cities are adding internet infrastructure to multifamily and privacy regulations, do they impact

Industrial Areas

Potential Discussion Points: Potential development sites, desired areas for industrial uses (e.g. manufacturing, warehousing and logistics, business parks), impacts on surrounding uses, access, and infrastructure, etc.

Assets

One World Way

Vacant land near US 1 makes most sense so that it is easily accessible for transport

History of area

Opportunities

Green spaces - preserve nature, don't clear cut.

Focus on light industrial - not near residential areas

Environmentally conscious - restrictions and guidelines

Small technology and manufacturer - shared space currently jammed in wireless research center area

Group #

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Growth Areas

Potential Discussion Points: Areas that should be preserved, areas that should be considered for annexation (future growth), areas in need of improved infrastructure, geographic locations for future growth and development, desired locations for improved or expanded city services, etc.

Assets

Great start on walkability and taking options, but need connection between new neighborhoods.

Wake Forest reservoir is a great asset.

Hoping for additional expansion at the Wake Forest Reservoir.

Need better tree preservation, need areas of animal refuge with connectivity.

Establishing more parks to help preserve forest area and natural areas.

Opportunities

Harder to see the commercial and office development since residential is more visually apparent.

Opportunity in the 98 corridor for commercial development.

Would encourage mixed use space

connectivity from Franklin Street through to Rogers Road. More connectivity would alleviate traffic problems from current north south routes.

More greenway space around Town.

Ability to get around town without a car.

More parks like the Party Dog park that promotes community interaction

White Street to be the focus of downtown development (not Rogers Street), looking for the Main Street USA feel.

Need opportunity for new business to fill vacant buildings downtown - could do better to meet it's full potential. Shops & restaurants.

Need parking downtown near White Street - would prefer to access downtown via bike, but since we can't we need more parking

Connectivity to access the downtown area

Projects/Actions

Wegmans soft park development off Rogers Road (next to Heritage High School)? Would like to see it moved forward

Group #

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VISIONING WORKSHOP: FEEDBACK SYNTHESIS

Wake Forest Visioning Workshop Synthesis

Growth

Potential locations:

- Capital Boulevard
- North of Capital Boulevard
- 98 Corridor
- Northeast past 98 Corridor
- Annexation area
- West with infill
- South end of
- Wake Forest
- A long Falls of
- Downtown area

- Those who
- Both
- office

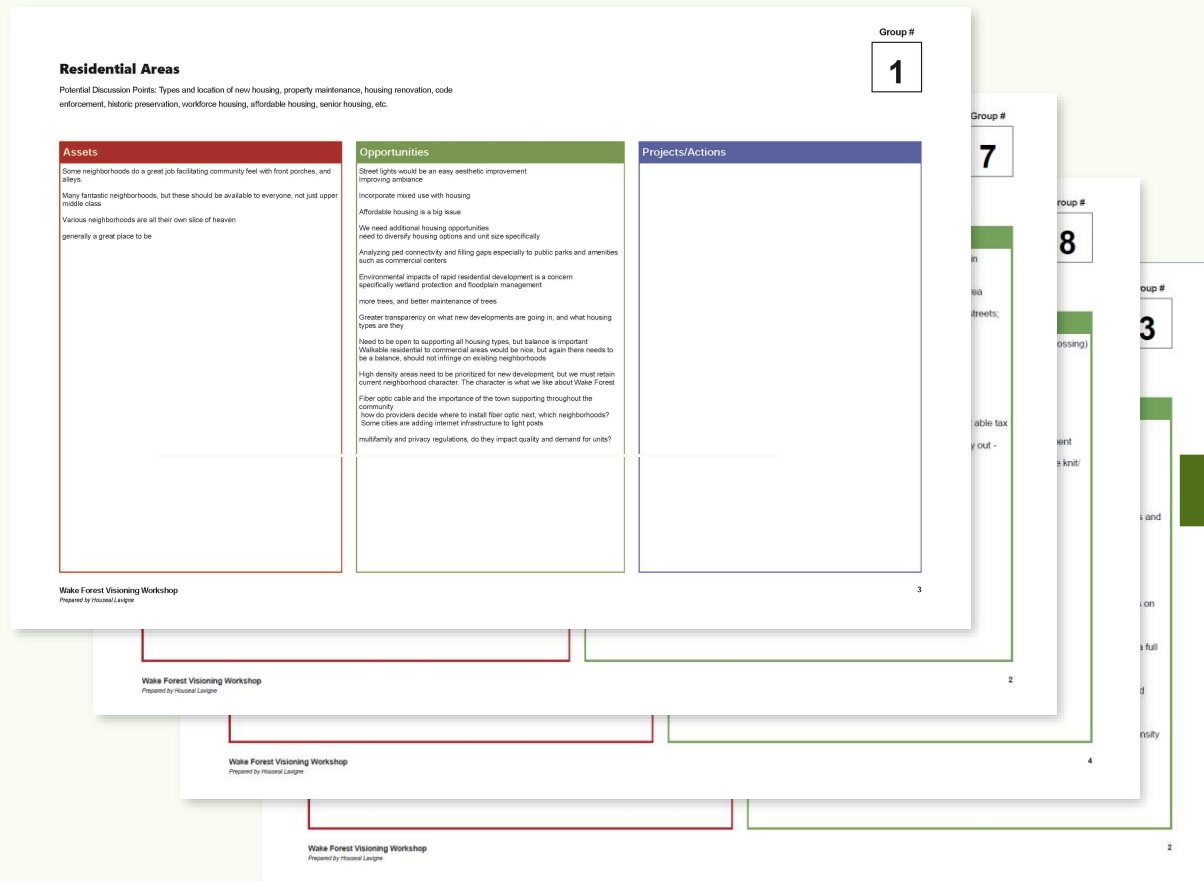
- Extend near to
- Carol Joyner
- allow citizens
- Joyner
- with i
- shoul
- Not c

- Property near
- status update?

- Opportunity for growth for east Wake
- Build inside out. Starting with downtown
- around it. Following focus on perimeter
- Small part of WF that has a WF mailing address but is in unincorporated area
- Chalk and Jones Dairy intersection with potential environmental impacts-unincorporated area
- Other pockets that the town can't regulate but will need to clean up later

- Stormwater runoff, impervious concerns. stormwater benefits of trees.

- Mixed use development





VISION & GOALS

Vision Statement

The Vision Statement paints a picture of what Wake Forest should look like in the future, **20 years** from the adoption of the Community-Wide Land Use Plan. The Vision Statement incorporates the most central ideas and themes generated during the community outreach and visioning process and **provides a guiding framework** for other elements of the Plan.

Wake Forest's Vision Statement

The Town of Wake Forest will continue to prosper as a highly desirable community that preserves its **small-town charm** while fostering **new growth opportunities**. **Smart, sustainable growth strategies** will guide future development, with enhanced focus on **preserving open space**, maintaining a **lush tree canopy**, and ensuring **sufficient infrastructure** is in place. The Town will support a **balanced mix of uses** where residents can **live comfortably near and access job opportunities** and enjoy a variety of **local shops, restaurants, and recreation amenities** catering to **all ages**. Both new and existing neighborhoods will support a **diverse range of housing choices** and receive an **equal share of public investment**. Residents will be able to reach regional and community destinations safely and easily via a **robust public transit, pedestrian, and bike network**.

Wake Forest's Vision Statement

Wake Forest's **economy will flourish**, showcasing an **entrepreneurial spirit** that welcomes innovation, collaboration, and entrepreneurship. Residents will have access to a **variety of local shops and restaurants**, while flexible office spaces and employment centers will **generate jobs and strengthen the Town's tax base**. Downtown will continue to expand while maintaining its **historic character**, serving as the **hub of civic activity, community events, and entertainment**. Future development will be of high quality, supporting a **vibrant mix of uses** that exhibit a **unique character** that sets "Wake Forest" apart from other communities within the Triangle Region.

Goals

Goals describe desired results toward which planning efforts should be directed. They are **broad** and **long-range**. They represent an ambition to be sought and require the culmination of many smaller actions in order to be fully achieved.

Balanced, Smart Growth

Prioritize infill development and ensure necessary infrastructure is in place to support future growth.

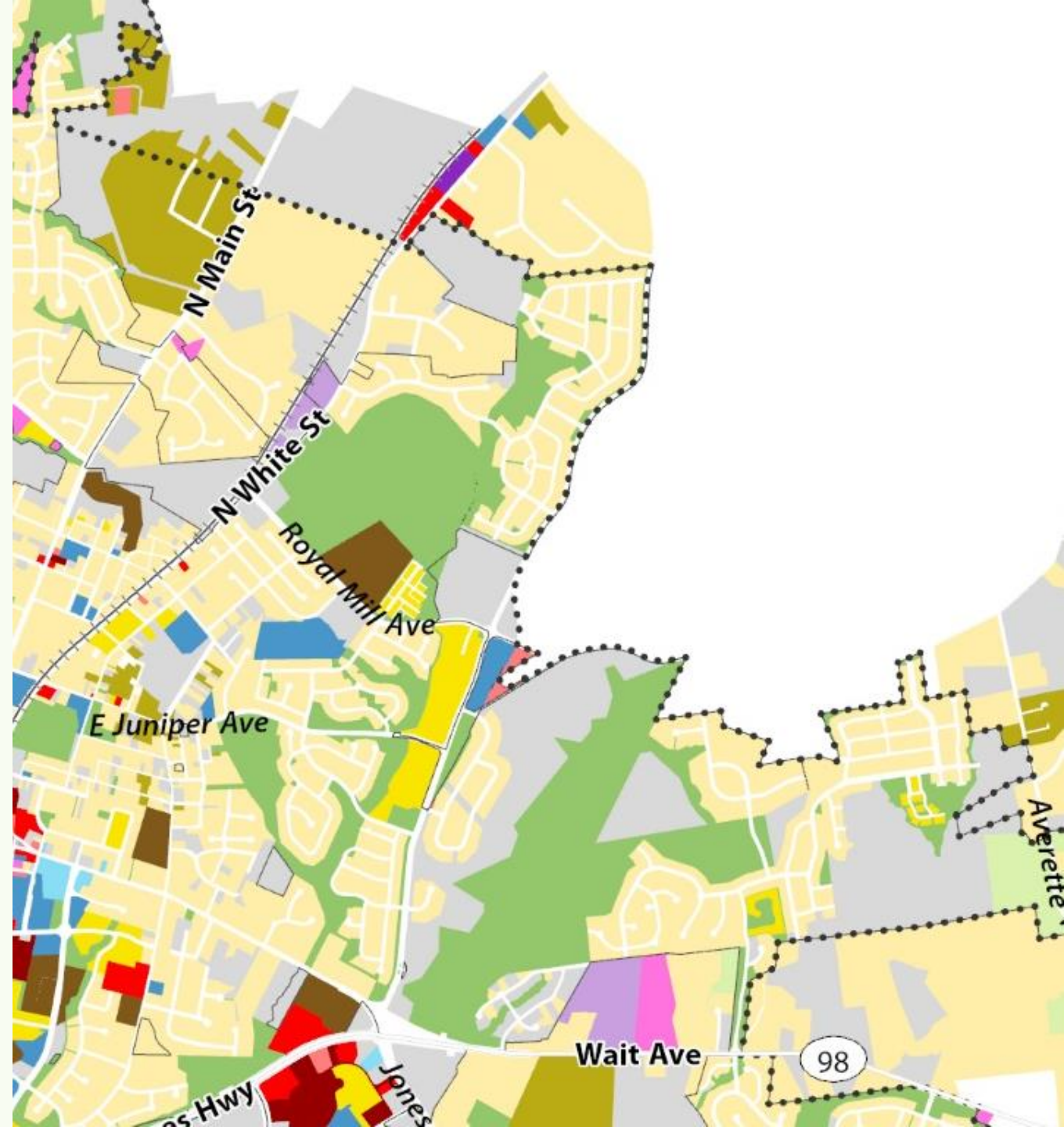
- Prioritize infill and redevelopment
- Improve infrastructure before growth
- Address traffic congestion



Well-Balanced Mix of Uses

Support a balanced mix of uses that create attractive residential areas, well-paying employment opportunities, and an abundance of recreation options.

- Balanced mix of uses
- Access to nearby job opportunities
- Industrial/office growth
- Recreation for all ages
- Community event space



Maintain Historic, Small-Town Charm

Reinvest in established neighborhoods, preserve historic assets, and ensure quality design of future development to maintain Wake Forest's unique charm and desirability as a place to live.

- Historic preservation
- Neighborhood reinvestment
- Density in appropriate locations
- Support unique local businesses
- Design standards representative of "Wake Forest"



Diverse Housing Options

Ensure Wake Forest provides a range of housing choices for residents of all income levels, stages of life, and abilities.

- Attainable housing (not just “dense”)
- Senior Housing
- Workforce Housing
- Special needs housing



A Pedestrian- /Bike-friendly Community

Establish a highly-connected network for active modes of transportation to ensure residents can safely and conveniently travel between their neighborhoods, shopping areas, and other community destinations without a car.

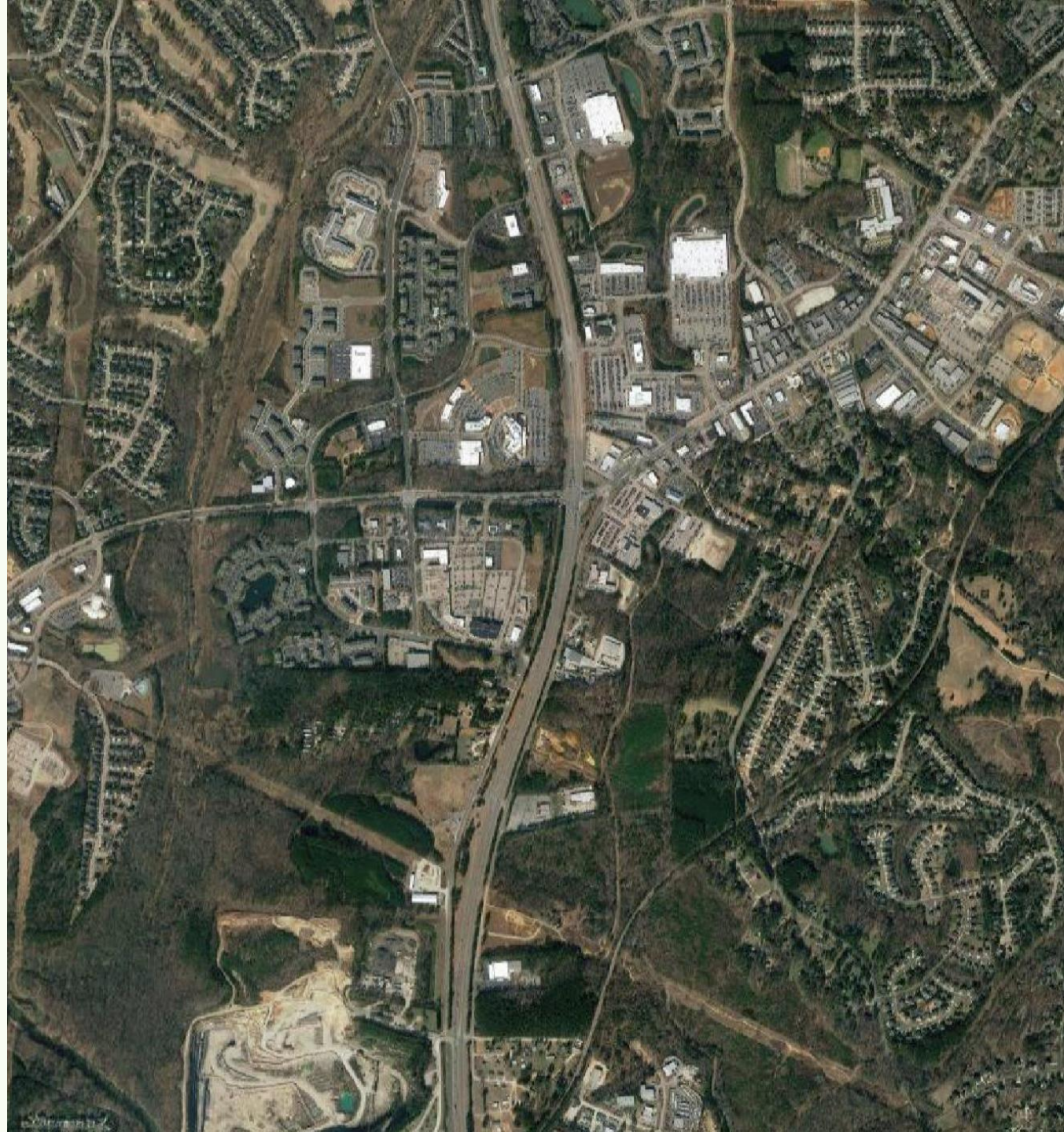
- Expand bicycle and pedestrian facilities (sidewalks, multi-use paths, greenways)
- Bicycle and pedestrian connectivity between neighborhoods, commercial areas, downtown, parks, recreation areas, and other community destinations



Safe & Connected Public Transit Options

Establish a well-connected public transit system that improves access to regional and local destinations while supporting transit-oriented development.

- Transportation systems that support community quality and livability
- Regional connections via bus, s-line, commuter rail
- Higher density development near transit stations



Unique, Thriving Businesses

Support small businesses, innovative industries, and diverse employment opportunities to strengthen the Town's tax base and increase local job, retail, and service options.

- Business development, entrepreneurship, starts up
- Innovative flex space/multipurpose buildings
- Direct franchises to commercial corridors
- Zoning and regulatory environment conducive to small business



A Growing Downtown

Continue efforts to revitalize and extend Downtown into a vibrant, pedestrian-friendly center of civic activity that provides places to eat, shop, and enjoy outdoor public gathering spaces.

- Preserve historic character/scale
- Incubator/co-working spaces
- City-center idea
- Downtown housing
- Phasing out undesirable uses
- Gateways
- Parking



Preserve Wake Forest's Green Space

Encourage the preservation of the Town's green space and tree canopy as growth occurs to protect the natural environment.

- Connect greenways
- Park space
- Preservation of open space and tree canopy
- Minimize clear cutting



Goal Topics

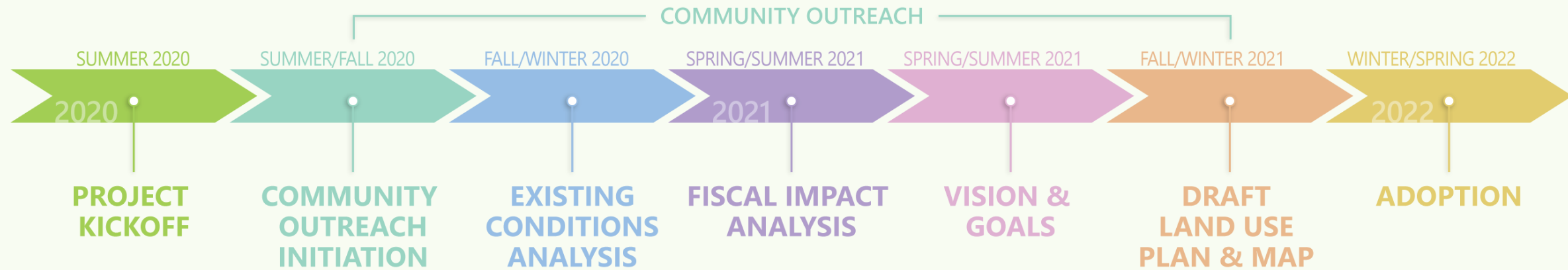
- Balanced, Smart Growth
- Well-Balanced Mix of Uses
- Maintain Historic, Small-Town Charm
- Diverse Housing Options
- A Pedestrian-/Bike-friendly Community
- Safe & Connected Public Transit Options
- Unique, Thriving Businesses
- A Growing Downtown
- Preserve Wake Forest's Green Space

The background is a detailed aerial photograph of a suburban area, showing a grid of streets, numerous houses, and some larger commercial or institutional buildings. A semi-transparent green filter is applied over the entire image. On the right side, there is a large, white, L-shaped graphic element that frames the text.

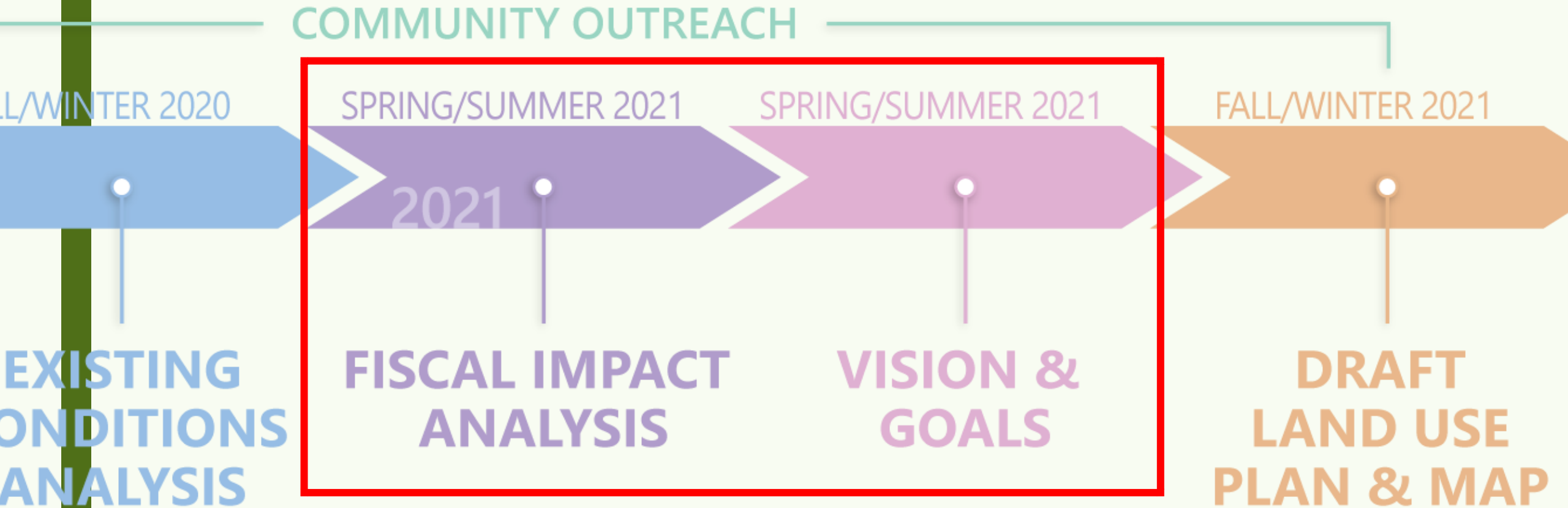
SCHEDULE

Project Schedule

PROJECT TIMELINE



Project Schedule



The background is a detailed aerial photograph of a suburban area, showing streets, houses, and green spaces. A semi-transparent green layer is applied over the entire image. On the right side, there is a large white L-shaped graphic that starts from the top and extends downwards, then turns 90 degrees to the left, ending at the bottom right. The text "THANK YOU" is centered horizontally and positioned in the lower half of the image, overlapping the green layer and the L-shaped graphic.

THANK YOU